



Our Innovation, Your Solution

FOR IMMEDIATE RELEASE: 1/7/14

Wilson-Hurd
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Wilson-Hurd Introduces New Logo and Company-Wide Rebranding Effort

Wausau, Wisconsin: Wilson-Hurd Mfg. Co. is pleased to announce the launch of an entirely new branding campaign with the addition of a new company logo. The updated logo represents the first significant branding change for Wilson-Hurd in many years, and is an important step toward many exciting new changes to come.

“In the one-hundred nine year history of Wilson-Hurd, the company’s evolution has been driven by new technologies and demanding customer requirements.” said Jim McIntyre, President of Wilson-Hurd. “Our new logo is a reflection of our integration of new technology and emerging manufacturing best practices into our company while maintaining our traditional high standards of quality and value.” continues McIntyre. “We bring design and manufacturing excellence to our customers through innovation and collaboration. Welcome to the next chapter in the success story of Wilson-Hurd.”

The updated logo brings about a number of significant branding changes for Wilson-Hurd including the following:

- It expands the Wilson-Hurd color palette from red and black, to blue, green, and grey which will be utilized in the design of new literature, letterhead, business cards, and a new website in the future.
- The logo now includes a tagline which reads “Our Innovation, Your Solution” which is representative of Wilson-Hurd’s continued drive to provide customers with quality solutions.
- The use of an icon is now included in the logo, in which the design is symbolic of the continuing innovation that Wilson-Hurd strives for.

About Wilson-Hurd: Wilson-Hurd Manufacturing specializes in the production of custom electronic control products, point-of-purchase displays, plastic and metal nameplates, and contract medical devices. Wilson-Hurd was founded in 1904, and is headquartered in Wausau, WI, with additional locations in Berlin, WI.

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